

Wm R Zollinger & Co

The Daylight Store

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JUNE CLEARANCE SALE



On Our 2nd Floor

EXTRAORDINARY PRICE

Reductions Will Prevail!

SUITS: CLOAKS:

RUGS: CURTAINS:

This Great Money Saving Event Opens at

8 o'Clock This Morning

RUGS and CURTAINS at Matchless Bargain Prices for the Clearance

The Biggest Bargains of the Season in Rugs



Very Low Prices for Lace Curtains for this Sale

After the busiest season in our history, with large Fall orders ready for shipment, we find our Rug and Curtain stock too heavy—it must be largely reduced at once to make room for the new Fall arrivals. With this in view we place on sale for quick clearance Room and Hall size and small Rugs in French Wiltons, Axminsters, Domestic Orientals, Saraks, Tapestry and Body Brussels, Imperial Smyrnas and Fibers, at prices in every instance below the manufacturer's price today. STOCK MUST BE REDUCED. Such bargains as these, in the face of a strongly advancing market, will not come again. As an illustration we offer:

Five 9x12 feet \$37.50 Wilton Rugs, Clearance Sale Price	24.75	Five 9x12 feet \$15 Tap. Brussels Rugs, Clearance Sale Price	10.50
Three 9x12 feet \$37.50 Axminster Rugs, Clearance Sale Price	23.75	1 only, 9x12 feet \$27 Body Brus. Rugs, Clearance Sale Price	17.50
Four 9x12 feet \$37.50 Sarak Rugs, Clearance Sale Price	24.75	Six 8-3x10-6 ft. \$31.50 Wilton Rugs, Clearance Sale Price	22.50
Four 9x12 feet \$27.50 Axminster Rugs, Clearance Sale Price	19.00	Five 8-3x10-6 ft. \$22.50 Axminsters, Clearance Sale Price	14.75
Two 9x12 feet \$52.50 French Wiltons, Clearance Sale Price	41.50	Three 6x9 feet \$21.50 Wilton Rugs, Clearance Sale Price	14.75
		2 only, 6x9 ft. \$15 Domestic Orientals, Clearance Sale Price	9.00

Almost all sizes in the famous and widely advertised IMPERIAL Smyrna Rugs. Too large a stock is the only reason for the sacrifice. As good in the Fall as now. All representing different patterns.

Three 3x12 feet Hall Runners, \$12.00 Imperial Smyrnas—Clearance Price 6.50.	
Four 3x9 feet Hall Runners, \$9.00 Imperial Smyrnas—Clearance Price 7.00.	
Seven 4x6 feet Hall Runners, \$9.00 Imperial Smyrnas—Clearance Price 7.00.	
Four 2-6x12 feet Hall Runners, \$10.00 Imperial Smyrnas—Clearance Price 7.75.	
Four 2-6x9 Hall Runners, \$7.00 Imperial Smyrnas—Clearance Price 5.50.	
Sixteen 36x72 in. \$5.00 Imperial Smyrna Rugs—Clearance Price only 3.75.	
Nine 30x90 in. \$4.00 Imperial Smyrna Rugs—Clearance Price only 2.75.	
Six 36x36 in. \$3.10 Imperial Smyrna Rugs—Clearance Price only 2.25.	
Five 30x30 in. \$2.50 Imperial Smyrna Rugs—Clearance Price only 1.50.	

Domestic Orientals

Two 4x9 feet \$12.50 Rugs, Clearance Sale Price	7.75
Four 4x6 feet \$9.00 Rugs, Clearance Sale Price	\$5.
Six 4x4 feet \$6.50 Rugs, Clearance Sale Price	\$4.
Ten 36x72 inch \$5.00 Rugs, Clearance Sale Price	\$3.

Miscellaneous Rugs

26, 27x54 inch, \$1.25 Fiber Rugs, Clearance Sale Price	75c
42, 26x48 inch, \$1.69 & \$1.89 Smyrnas, Clearance Sale Price	1.25
20, 30x60 inch, \$2.10 Smyrna Rugs, Clearance Sale Price	1.50
42, 36x 72 inch, \$3.25 and \$4 Smyrnas, Clearance Sale Price	2.25

WM. R. ZOLLINGER & CO.

400 Pairs Lace Curtains in the Clearance Sale at Ridiculously Small Prices:

Our entire stock of Nottinghams, Cable Net, Battenberg, Cluny, Point D'Esprit, French Cord, Brussels Net, Irish Point, Madras, and Ruffled Net Curtains at Clearance prices that will move them quickly. This is the greatest stock-clearing movement ever made in this dept.—our intention being to clean up stock thoroughly. Therefore the extreme reductions which are bona fide throughout. Where the quantities are limited we will not leave single pairs. We quote in

3yd Nottingham Curtains

3 pairs, 75c Curtains, choice for	49c pair.
22 pairs \$1.10 and \$1.25 Curtains, 3 styles, 75c pair.	
26 pairs \$1.50 and \$1.75 Curtains, 4 styles, 98c pair.	
15 pairs \$2.00 Curtains, 3 styles	1.45 pair
8 pairs \$2.75 and \$3 Curtains, 2 styles	1.98 pair.
6 pairs \$3.50 Curtains, choice	2.65 pair
17 pairs \$4.50 Curtains, 3 styles	4.50 pair.

Contrary to our usual custom all Curtains and Rugs sold at Clearance Sale prices are not subject return or exchange. No charges will be made except at regular prices.

Ruffled Net Curtains

36 pairs, 19 different styles, very desirable quality, regular selling prices \$2.00, \$2.75, \$3.50 and \$4.00 a pair—your choice of this assortment during the Clearance sale at, per pair

1.75

3 styles ery desirable Ruffled Net Curtains—usual selling price \$4.00 per pair, priced for the Clearance sale at 2.50 per pair.

8 styles, very high grade Ruffled Net Curtains, sell in regular way at \$7.00 to \$12.50 per pair—The absurd price that we name for the Clearance Sale is only made from the fact that the sample Curtains are rolled—choice for

4.50

Women's, Misses and Children's Cloaks, Suits, Skirts, Shirtwaists, Etc., at Clearance Prices to Close

Owing to the extraordinary backward season of the past 60 days we have a much larger stock of women's, misses' and children's cloaks, suits, skirts, etc., than we desire to carry at this season of the year. These garments are the very latest styles and models—designed and made by the most prominent ladies' tailors in the country. We desire to close out every Cloak and Suit in stock during the next two weeks. To this end we will make deep reductions from our usual low prices. As an illustration of the great economies offered by this Clearance Sale—note these examples:

Beautiful Piece of Imported China FREE

To every woman purchasing one of these suits advertised below we will present "free of cost" a beautiful piece of decorated China. This china is from our Basement China Store and is the best imported goods for the money. It will be displayed on the second floor during the sale—and remember, your choice of the entire lot with every suit purchased, as advertised below.

Fifteen \$10 to \$12.50 Suits Reduced for Clearance to 7.75

A suit bargain that no woman who wants a suit for everyday wear, should overlook. Good, desirable styles—made up of an extra good quality Panama Cloth and in stylish gray mixtures. Regular price \$10.00 to \$12.50—choice during this June Clearance Sale for 7.75 each.

\$15 and \$16.50 Suits Reduced to 9.95:

There are about 18 of these suits—nobby new styles in Eton and Jacket effects, made of such desirable materials as plain and fancy Panama cloths, and all wool Cheviots in black and navy. Regular price \$15.00 and \$16.00—for this June Clearance Sale marked 9.95.

New \$18.50 Suits Reduced to 12.50:

Only 8 of these suits—they are designed in the new and fashionable "Prince Chap" effect, made of an extra good quality Panama Cloth in plain colors, gray and blue. Regular price of these suits in \$18.50—June Clearance Sale price only 12.50.

\$20 and \$22 Suits Reduced to 14.85:

Twenty of these suits—a variety of stylish up to date styles including the popular Prince Chap and tight fitting Cut-a-Way models—made up in the extremely modish black and white shepherd checks and desirable fancy suitings. Regular price \$20.00 and \$22.00—June Clearance Sale Price 14.85.

\$6.00, \$7.00 and \$8.00 SKIRTS . . . \$5

Over a hundred skirts included in this extraordinary skirt offering. All of these skirts are new, up to date styles made for this season's wear—made up in all the most popular styles—of strictly all wool fabrics in plain colors and desirable mixtures. All sizes in the lot—every woman can be fitted. Regular price \$6.00, \$7.00 and \$8.00—Clearance Sale price \$5 each.

Clearance Sale BARGAINS IN NEW SKIRTS

AT 1.98
2.98
3.98



\$6.50 to \$16.50 Jackets at 4.75

The most extraordinary Jacket bargain ever offered by any store—at any time. Jackets that sell in the regular way at \$6.50, \$7.50, \$9.00, \$10.00, \$12.00, \$12.50, \$14.00, \$15.00 and \$16.50—Clearance price 4.75 each.

Including such popular styles as Cut-a-Way, Pony and tight fitting models. The material is an extra good quality Covert Cloth—lined thru-out with satin. Most of these jackets could not be duplicated by the manufacturer today for almost double the price at which we are closing them out—4.75 each. Make your selection early before the line of sizes is broken.

REDUCED TO JUST HALF USUAL PRICE

We have entirely too many high grade Curtains that sell at and are worth from \$10.00 to \$22.00 the pair. They are in ecru and white—made in colored Irish Points, Madras, Cable Nets, Clunys and Battenberg's. 18 patterns—2 to 3 pair to a style and very choice.

REDUCED TO JUST HALF USUAL PRICE

4 styles Cable Net, Brussels and Cluny	\$10.00 Curtains—choice	5.00 pair
2 styles Cable Nets and Irish Point	\$11.00 Curtains—choice	5.50 pair
3 styles very handsome Battenberg	\$15.00 Curtains—choice	7.50 pair
3 styles Irish Point, very rich patterns	\$18.00 Curtains—choice	9.00 pair
1 style only beautiful Battenberg	\$20.00 Curtains—choice	\$10 pair
1 style colored Madras, exquisite in tone	\$22.00 Curtains—choice	\$11 pair

Popular Priced Pt-D'Esprit, Cable Nets, Battenberg and Irish Point Curtains

2 styles, white Cable Nets, \$3.00 and \$3.50 Curtains, choice for 2.25.	
6 styles ecru and white Cable Net, \$3.50 Curtains—choice for 2.50.	
6 styles Battenberg and Cluny \$3.75 and \$4.00 Curtains—choice 2.75.	
8 styles Battenberg and Cluny \$4.50 Curtains—choice for 3.25.	
8 styles Battenberg and Cable Nets, \$5.00 Curtains—choice for 3.65.	
3 styles Point D'Esprit \$6.00 Curtains—Clearance price 4.10.	
1 style Ecruial Battenberg \$6.00 Curtains—choice for 3.75.	
3 styles Ecruial Battenberg and Cluny, \$7 and \$7.50 Curtains—choice 5.50.	
2 styles Point D'Esprit \$15.00 Curtains—Clearance price 8.50.	